

### **IN THE CLAIMS**

Please amend the claims as indicated below. Inserted text is underlined, and deleted text is either struck through or shown in double enclosing brackets. Applicants aver that no new matter has been added and that all claimed elements are supported by Applicants' specification.

1. (Previously Presented) A method of generating listing recommendations to a user of a network-based commerce system, the method including:
  - identifying a term associated with a user interaction in the network-based commerce system, the identified term occurring within a search query;
  - automatically generating a recommendation query including the identified term;
  - running the recommendation query against a plurality of listings of the network-based commerce system to identify at least one recommended listing; and
  - presenting the at least one recommended listing to a user of the network-based commerce system.
2. (Previously Presented) The method of claim 1, wherein the user interaction with the network-based commerce system includes searching a plurality of listings of the network-based commerce system utilizing the search query.
3. (Original) The method of claim 1, wherein the user interaction with the network-based commerce system includes viewing the plurality of listings hosted by the network-based commerce system, and the identified term is associated with the listings viewed.
4. (Original) The method of claim 1, wherein the user interaction with the network-based commerce system includes transacting via the network-based commerce system, and the identified term occurs within a listing to which the transacting relates.

5. (Original) The method of claim 4, wherein the transacting includes purchasing a product associated with one of the listings.
6. (Previously Presented) The method of claim 1, wherein the identified term is selected based on its existence in a predetermined minimum number of user-generated search queries submitted to the network-based commerce system.
7. (Original) The method of claim 6, wherein the search queries are category-specific.
8. (Original) The method of claim 6, wherein the predetermined minimum number of search queries comprise search queries submitted by a plurality of users of the network-based commerce system.
9. (Original) The method of claim 1, wherein the identified term comprises a plurality of words.
10. (Original) The method of claim 1, wherein the identifying the term includes:
  - retrieving data related to a previous user interaction;
  - determining category data related to a listing associated with the previous user interaction;
  - retrieving at least one popular search term associated with the category data; and
  - generating the recommended listing based on the popular search term.
11. (Previously Presented) The method of claim 10, which includes:
  - determining if any one of a plurality of popular search terms match any portion of a title of a listing;
  - ranking the matches based on popularity of the popular search terms when a plurality of popular search terms match the title; and
  - selecting the popular search term ranked based on its ranking.

12. (Currently Amended) The method of claim 1, wherein running the recommendation query against the plurality of listings of the network-based commerce system to identify the recommended listing includes:

~~locating~~ identifying listings hosted by the network-based commerce system, the ~~located~~ identifying of the listings being ~~between~~ based on an upper popularity boundary and a lower popularity boundary, wherein the upper popularity boundary and the lower popularity boundary are associated with the identified term;  
determining if the ~~located~~ listings meet at least one predetermined criterion;  
ranking the ~~located~~ listings meeting the predetermined criterion; and  
selecting a predetermined number of highest ranked listings for recommendation to the user.

13. (Currently Amended) The method of claim 12, wherein the ~~located~~ listings that include the identified term include listings that have a title that contains the identified term.

14. (Original) The method of claim 12, wherein the recommendation query includes the identified term, the lower popularity boundary, and the upper popularity boundary.

15. (Original) The method of claim 14, wherein the lower popularity boundary comprises a corresponding parent level category of the identified term.

16. (Currently Amended) The method of claim 12, wherein the determining if the ~~located~~ listings meet the at least one predetermined criterion includes determining if the listings [[is]] are designated by the network-based commerce system as ~~a listing~~ being for mature audiences.

17. (Currently Amended) The method of claim 12, wherein the determining if the ~~located~~ listings meet the at least one predetermined criterion includes determining if the listings [[is]] are banned by the network-based commerce system.

18. (Currently Amended) The method of claim 12, wherein the determining if the ~~located~~ listings meet the at least one predetermined criterion includes determining if the listings would be returned in a search relying on the identified ~~popular search~~ term as ~~[[the]]~~ search criteria.

19. (Currently Amended) The method of claim 12, wherein the determining if the ~~located~~ listings meet the at least one predetermined criterion includes determining if listing remaining times of the ~~located~~ listings ~~remaining on the network-based commerce system is~~ are greater than a predetermined minimum time.

20. (Currently Amended) The method of claim 12, wherein the determining if the ~~located~~ listings meet the at least one predetermined criterion includes determining if the listings ~~[[is]]~~ are available to the user based on a site through which the user is registered to communicate with the network-based commerce system.

21. (Previously Presented) A system to generate listing recommendations to a user of a network-based computer system, the system including:

- a communication engine to receive interaction data relating to a user interaction with a client machine;
- a database engine to identify a term associated with the user interaction in the network-based computer system, the identified term occurring within a search query, and automatically to generate a recommendation query including the identified term; and
- a search engine to run the recommendation query against a plurality of listings of the network-based computer system to identify at least one recommended listing, wherein the at least one recommended listing is communicated to the client machine of the network-based computer system.

22. (Original) The system of claim 21, wherein at least one of the communication engine, database engine and the search engine are provided by at least one server.

23. (Original) The system of claim 21, wherein the identified term occurs within a predetermined minimum number of search queries submitted to the network-based computer system.

24. (Original) The system of claim 21, wherein the predetermined minimum number of search queries comprise search queries submitted by a plurality of users of the network-based computer system.

25. (Previously Presented) A machine-readable medium including a set of instructions that, when executed by a machine, cause the machine to:

- identify a term associated with a user interaction in the network-based computer system, the identified term occurring within a search query;
- automatically generate a recommendation query including the identified term;
- run the recommendation query against a plurality of listings of the network-based computer system to identify at least one recommended listing; and
- communicate a data signal including the at least one recommended listing to a user of the network-based computer system.

26. (Original) The machine-readable medium of claim 25, wherein the user interaction with the network-based computer system includes searching a plurality of listings of the network-based computer system utilizing a search query and the identified term occurs within a search query.

27. (Original) The machine-readable medium of claim 25, wherein a listings signal including the plurality of listings hosted by the network-based computer system is communicated to the client machine for viewing, and the identified term is associated with the listings viewed.

28. (Previously Presented) A system to generate listing recommendations to a user of a network-based computer system, the system including:

- means for identifying a term associated with a user interaction in the network-based computer system, the identified term occurring within a search query;
- means for automatically generating a recommendation query including the identified term;
- means for running the recommendation query against a plurality of listings of the network-based computer system to identify at least one recommended listing; and
- means for communicating a data signal including the at least one recommended listing to a user of the network-based computer system.

29. (Previously Presented) The method of claim 4, wherein the transacting includes bidding on a product associated with one of the listings.

30. (Previously Presented) The method of claim 10, wherein the previous user interaction with the network-based commerce system includes bidding on a product associated with the listing.